WIN

WORKFORCE INTELLIGENCE NETWORK

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LABOR MARKET REPORT
LIVINGSTON COUNTY

January – December 2022

WIN WORKFORCE INTELLIGENCE NETWORK

About This Report

The Workforce Intelligence Network for Southeast Michigan (WIN) partnership is a collaboration of Michigan Works! Agencies (MWAs) and community colleges across a 19-county region in Michigan. The counties in the WIN partnership include Clinton, Eaton, Genesee, Hillsdale, Huron, Ingham, Jackson, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Sanilac, Shiawassee, Tuscola, Washtenaw, and Wayne, along with the City of Detroit.

The WIN data and research team analyzes job posting data at the occupation level within eleven customized occupation groups built using specific Standard Occupational Classification (SOC) codes to provide more contextualized information. Occupation groups combine data for jobs with similar skillsets, educational attainment, and experience requirements, which provides a more in-depth snapshot of the current labor market when compared to traditional industry data based upon North American Industry Classification System (NAICS) codes. Occupation outlook sections utilize these metrics to identify and display the top in-demand jobs, entry-level requirements, and earning potential.

WIN produces a quarterly 19-county region report using data from all eleven occupation groups. A report focused on the city of Detroit is also produced quarterly, focusing on five occupation groups related to the Detroit labor market. County reports are produced annually and focus on five occupation groups chosen to reflect the labor market specific to the county.

This report highlights labor market information and real-time job posting data for Livingston County, including a workforce overview that identifies key components of the area's labor market such as labor force status, demographic, and commuting data. WIN's analysis of online job postings, a proxy for employer demand, is a pioneering method for tracking the labor market's health. This data is used to provide real-time demand and job posting information for both employers and job seekers. This report analyzes the 2022 labor market information from Livingston County for the Business and Finance, Customer Service, Healthcare, Information Technology (IT), and Skilled Trades occupation groups.

For more information about the southeast Michigan labor market, custom occupation groups, and workforce-related data projects, please visit www.WINintelligence.org or contact the data and research team directly at research@WINintelligence.org. For more information about jobseeker resources and our partners, please visit www.micareertraining.org.

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ANNUAL STATE OF THE LABOR MARKET

State of the Labor Market in Livingston County

The slowdown of the COVID-19 crisis continued to cause shifts in the labor market. In 2022, the labor force increased by 4,309 individuals (4.4 percent) while employment increased by 4,335 individuals (4.5 percent) from 2021. Unemployment also decreased by 26 workers, with the unemployment rate decreasing from 3.0 percent in 2021 to 2.8 percent in 2022. Retail Salespersons top the list as the most demanded occupation in 2022, accounting for 1,242 job postings, followed by First-Line Supervisors of Retail Sales Workers with 777 postings, and Fast Food and Counter Workers rounding out the top three most in-demand occupations in 2022 with 670 postings. The customer service occupation group continues to be heavily demanded in Livingston County, followed by healthcare as two of the top five most in-demand occupations in 2022.

Annual Labor Market Information

The labor force in Livingston County increased considerably in 2022, rising by 4,309 individuals (4.4 percent) from the prior year. Employment improved as well, increasing by 4,335 workers (4.5 percent) since 2021, while unemployment decreased by just 26 workers for a total of 2,896 unemployed workers in 2022. The unemployment rate decreased in 2022 to 2.8 percent, a fall of 5.5 percentage points since the 8.3 percent peak in 2020. During the height of the pandemic and shutdown measures in March 2020, the highest monthly unemployment rate occurred in April 2020, with an unemployment rate of 21.6 percent in Livingston County.

Annual Labor Force, Employment, Unemployment Rate 2012–2022
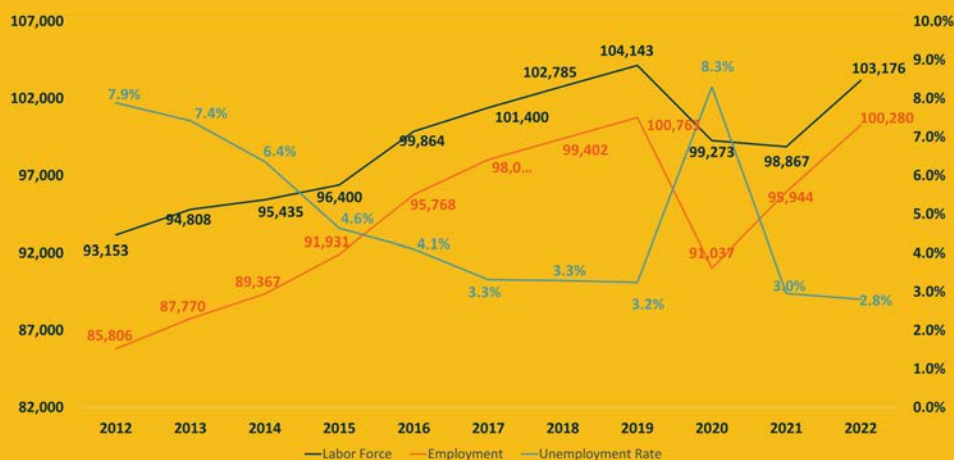
Data: BLS | Analysis: Workforce Intelligence Network

Quarterly Employer Demand Overview

The fourth quarter of 2022 shows that employer demand has remained steady since the end of Q4 2021. In Q4 2022, there were a monthly average of 4,128 unique postings in Livingston County, a minimal decrease of 43 postings from Q4 2021. The second quarter experienced the highest employer demand of 2022 with 4,304 average postings, an increase of 366 postings (9.3 percent) from Q1 2022. The consistency of online ad numbers is a good indication that employer demand remained strong throughout the year.

Quarterly Posting Analysis Livingston County 2022

ANNUAL WORKFORCE INDICATORS

Key Findings

14% Employer demand increased by 14.4 percent, a gain of 2,427 job postings from 2021

High School Diploma

Most in-demand minimum education level during 2022
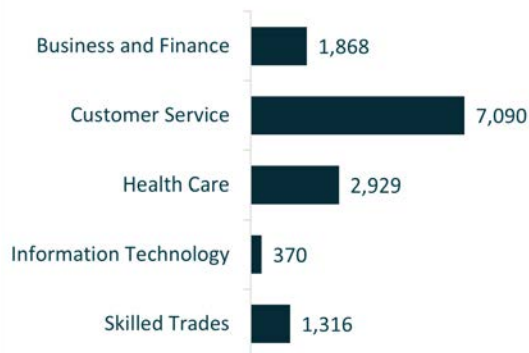
In Q4 2022, employment totaled

100,711

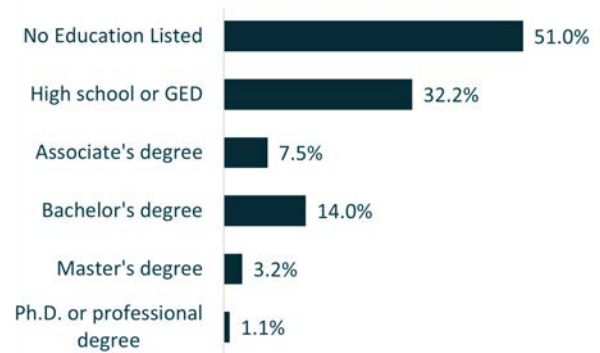an increase of 2,172 workers (2.2 percent) from Q4 2021

During 2022, there were 19,275 job postings, or 2,427 more than the 16,848 postings made through 2021 in Livingston County. The second quarter of 2022 saw the highest demand for the year with 4,304 postings, a 9.3 percent increase over Q1 2022. The top posted occupations in 2022 include Retail Salespersons, First-Line Supervisors of Retail Sales Workers, Fast Food and Counter Workers, Registered Nurses, and Home Health and Personal Care Aides. For more information about in-demand job postings, see page 7.

Of the 19,275 unique postings in Livingston County during 2022, there were 6,202 (32.2 percent) which required a high school diploma or equivalent, while 4,154 postings (21.5 percent) required a college degree. An additional 818 postings (4.3 percent) required an advanced degree. The demand for healthcare and customer service occupations within the county drives this high demand for workers with various skill sets.

Top 5 Posting Occupation Groups
2022

Occupation Group	Postings
Business and Finance	1,868
Customer Service	7,090
Health Care	2,929
Information Technology	370
Skilled Trades	1,316

Education Levels In-Demand
2022

Education Level	Percent
No Education Listed	51.0%
High school or GED	32.2%
Associate's degree	7.5%
Bachelor's degree	14.0%
Master's degree	3.2%
Ph.D. or professional degree	1.1%

The quarterly labor market shifts that were seen in 2021, as COVID-19 recovery efforts were beginning, have remained consistent through 2022. The first quarter of 2022 saw an increase in the labor force, employment, unemployment, and the unemployment rate, which increased 1.2 percentage points to an annual high of 3.6 percent. The labor force and employment numbers peaked in Q3 at 103,827 individuals and 101,497 workers respectively. Unemployment decreased slightly from Q2 to Q3, falling from 3,200 to 2,330 individuals, while the unemployment rate dropped from 3.1 percent in Q2 to 2.2 percent in Q3, before increasing slightly in Q4 to end at 2.3 percent. For more information about this year's unemployment rate and other labor market indicators, see page 4.

Quarterly Labor Market Data

	4th Quarter 2021	1st Quarter 2022	2nd Quarter 2022	3rd Quarter 2022	4th Quarter 2022	Change from 3rd Quarter 2022	Percent Change from 3rd Quarter 2022	Change from 4th Quarter 2021	Percent Change from 4th Quarter 2021
Labor Force	100,878	103,451	102,374	103,827	103,050	-777	-0.7%	2,172	2.2%
Employment	98,091	99,736	99,174	101,497	100,711	-785	-0.8%	2,621	2.7%
Unemployment	2,787	3,715	3,200	2,330	2,338	8	0.3%	-449	-16.1%
Unemployment Rate	2.8%	3.6%	3.1%	2.2%	2.3%	0.0%	na	-0.5%	na

Note: Monthly data averaged by quarter Data: Bureau of Labor Statistics Data: Lightcast | Analysis: Workforce Intelligence Network

LABOR FORCE, EMPLOYMENT, AND UNEMPLOYMENT

Following labor force fluctuations throughout 2021, labor force participation remained consistent throughout 2022, ending with a 4.4 percent increase over 2021, at 103,176 individuals. Livingston county also experienced a slight growth in employment, increasing to 100,280 workers (4.5 percent) between 2021 and 2022. Both unemployment and the unemployment rate decreased, corresponding with the positive economic recovery. Unemployment decreased by just 26 to 2,896 workers, a marginal reduction from the 2,922 workers in 2021. Similarly, the unemployment rate declined slightly (0.2 percent) from 2021, ending CY2022 at 2.8 percent.

Annual Labor Market Data
2012-2022

	2012 Annual	2013 Annual	2014 Annual	2015 Annual	2016 Annual	2017 Annual	2018 Annual	2019 Annual	2020 Annual	2021 Annual	2022 Annual	Change from 2021 to 2022	Percent Change from 2021 to 2022
Labor Force	93,153	94,808	95,435	96,400	99,864	101,400	102,785	104,143	99,273	98,867	103,176	4,309	4.4%
Employment	85,806	87,770	89,367	91,931	95,768	98,038	99,402	100,763	91,037	95,944	100,280	4,335	4.5%
Unemployment	7,347	7,038	6,069	4,469	4,096	3,362	3,383	3,380	8,236	2,922	2,896	-26	-0.9%
Unemployment Rate	7.9%	7.4%	6.4%	4.6%	4.1%	3.3%	3.3%	3.2%	8.3%	3.0%	2.8%	-0.1%	na

Data: Bureau of Labor Statistics

CENSUS 2021 LABOR FORCE DEMOGRAPHICS

During 2021, the most recent census year, there were about 102,565 people in the labor force, meaning they were either working or looking for work, in Livingston County. More than half of the population, or 98,281 individuals (50.9 percent) living in the region were actively working. The highest unemployment rates were seen in those aged 24 years old or younger. Males under the age of 25 face an unemployment rate of 20.2 percent, while females aged 24 years and younger face an unemployment rate of 20.7 percent. Native American job seekers also have a difficult time finding employment, facing an unemployment rate of 11.4 percent.

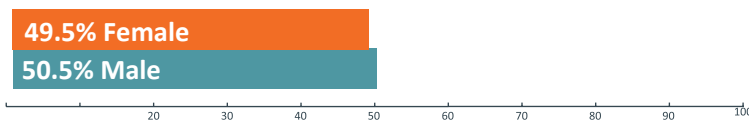| Civilian Labor Force by Demographic Group				
Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total Population 16 +	102,565	98,281	4,284	4.2%
Sex				
Male 16+	55,805	53,317	2,488	4.5%
16-19	2,680	2,320	360	13.4%
20-24	4,714	4,396	318	6.7%
25-54	33,365	32,397	968	2.9%
55-64	11,740	11,021	719	6.1%
65 Plus	3,306	3,183	123	3.7%
Female 16+	46,760	44,964	1,796	3.8%
16-19	2,392	2,111	281	12%
20-24	4,163	3,789	374	9%
25-54	28,010	27,150	860	3%
55-64	9,695	9,486	209	2%
65 Plus	2,500	2,428	72	3%
Race				
White	98,231	94,106	4,126	4.2%
Black / African American	469	451	18	3.8%
Native American	271	240	31	11.4%
Asian	928	889	39	4.2%
Native Hawaiian / Pacific Islander	71	71	0	0.0%
Some Other Race	492	491	1	0.2%
Two or More Races	2,138	2,033	105	4.9%
Ethnicity				
Hispanic	2,675	2,479	195	7.3%

Data: American Community Survey 5-Year Estimates | Analysis: Workforce Intelligence Network

POPULATION DEMOGRAPHICS
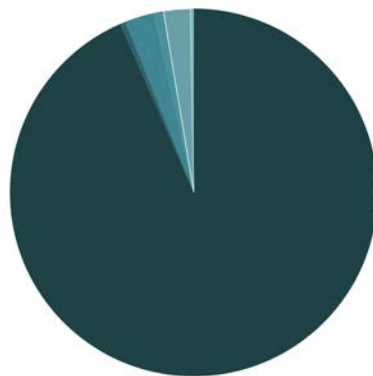
2021 Census Population

According to data from the most recent Census Bureau 2021 ACS Five-Year estimates, the population in Livingston County increased by about 1.3 percent between 2020 and 2021. During 2021, there were 193,234 people were living in the county. The sex of the populace was split almost evenly, with about 49.5 percent of the population identifying as female and the other 50.5 percent identifying as male. A majority of the population identified as White (95.4 percent) with the second largest number of individuals identifying as Hispanic or Latino (2.6 percent). The region is facing an aging populace; with 33.2 percent of the population over the age of 54, compared to 29.4 percent under the age of 25.

2022 Current Workforce

In 2022, the workforce had a total of 64,556 individuals working in Livingston County. A slight majority, 50.2 percent (31,566 workers) were male, while 49.8 percent (31,366 workers) of the workforce was female. Most workers in the county identified as White, accounting for 82.3 percent of the workforce, while Black or African American workers totaled 9.6 percent of the workforce. Those identifying as Hispanic or Latino ethnicity accounted for 3.9 percent. Much of the workforce in Livingston County are between the ages of 25 through 54 (60.4 percent), while 22.4 percent of workers are 55 and older.

Population Gender Demographics

49.5% Female
50.5% Male

Workforce Gender Demographics

49.8% Female
50.2% Male

Population Race Demographics

- White, 95.4%
- Black or African American, 0.5%
- Hispanic or Latino, 2.6%
- Asian, 0.9%
- Two or More Races, 2.4%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.00%
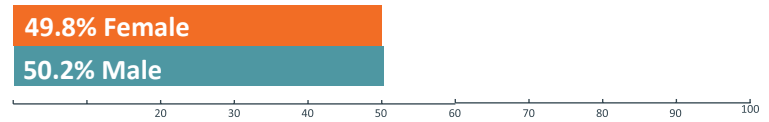
Workforce Race and Ethnicity Demographics

- White, 82.3%
- Black or African American, 9.6%
- Hispanic or Latino, 3.9%
- Asian, 1.9%
- Two or More Races, 1.6%
- American Indian or Alaska Native, 0.3%
- Native Hawaiian or Other Pacific Islander, 0.1%

Population Age Demographics

Age 14 and Under 16.9% | Age 15-24 12.2% | Age 25-54 37.2% | Age 55+ 33.6%
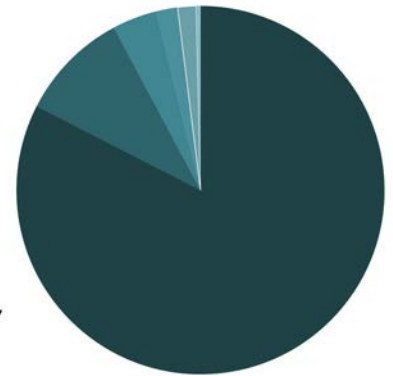
Workforce Age Demographics

Age 14-24 17.3% | Age 25-54 60.4% | Age 55+ 22.4%

Data: American Community Survey 5-Year Estimates | Analysis: Workforce Intelligence Network

Data: Lightcast | Analysis: Workforce Intelligence Network

REGIONAL COMMUTING PATTERNS

According to the most recent OnTheMap data set available from the Census Bureau, during 2020, the county's workforce consisted of 78,695 residents. Only 20,989 (26.7 percent) of the residents lived and worked within Livingston County, while the remaining 57,706 residents (73.3 percent) traveled outside of the county for work. There were 54,834 workers employed in the county during 2020. Of those, 33,845 workers (61.7 percent) lived outside of the county's borders and commuted in. From this information, we can see that Livingston County is a net exporter of jobs, with more workers leaving the area for employment than inwardly commuting.

Where Livingston County Residents Work

Source: U.S. Census OnTheMap, 2020
Analysis: Workforce Intelligence Network
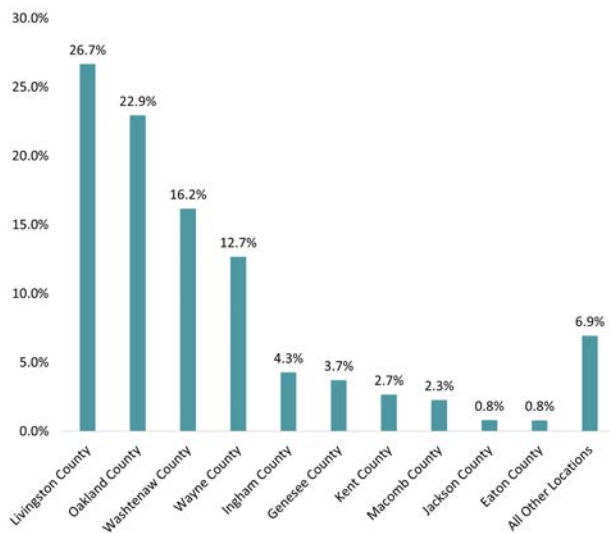
Where Livingston County Workers Live
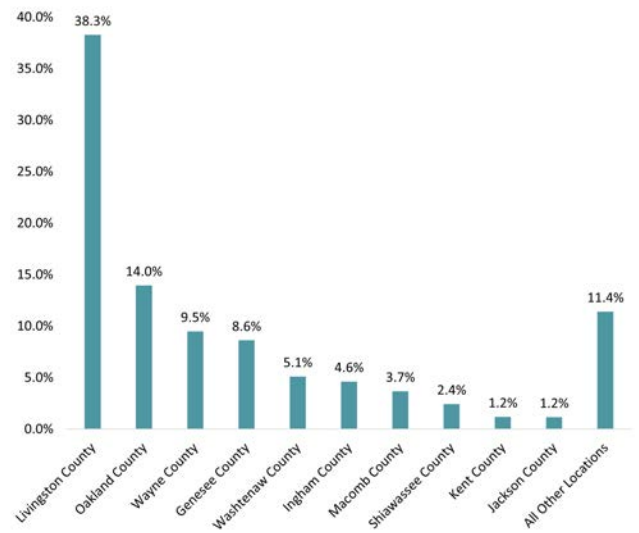
Source: U.S. Census OnTheMap, 2020
Analysis: Workforce Intelligence Network

Job Postings by City

1. Brighton: 8,813 Postings

2. Howell: 7,254 Postings

3. Fowlerville: 1,191 Postings

4. Hartland: 860 Postings

5. Pinckney: 761 Postings

6. Hamburg: 277 Postings

7. Gregory: 71 Postings

8. Lakeland: 46 Postings

9. Cohoctah: 2 Postings
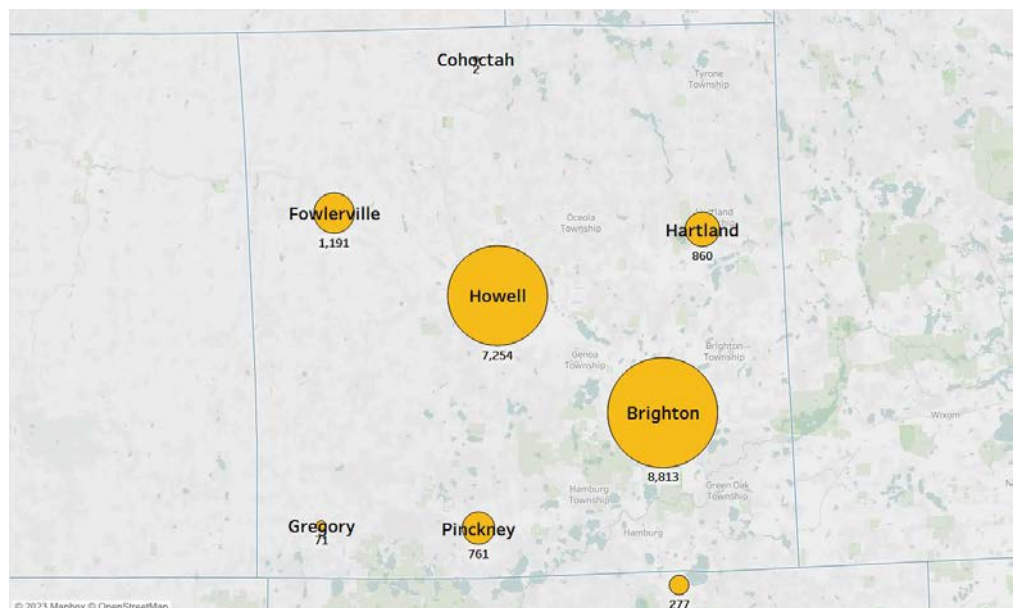
TOP POSTED JOBS

Top Posted Jobs: 2022

Retail Salespersons is the top posted occupation for 2022 with 1,242 unique online job postings, which requires no formal educational credential for entry, coupled with short-term on the job training. First-Line Supervisors of Retail Sales Workers (777 postings) and Fast Food and Counter Workers (670 postings) round out the top three demanded occupations, requiring a high school diploma or equivalent and no formal educational credential, respectively, coupled with short term on the job training for entry. Most of the other in-demand jobs require no formal education or a high school diploma or equivalent, coupled with short-term on-the-job training.

Top Posted Entry-Level Jobs: 2022

Entry-level jobs, which usually require zero to two years of previous experience, account for 26.6 percent of the 2022 postings in Livingston County. Well over half of the top ten entry-level occupations require no formal education or a high school diploma or equivalent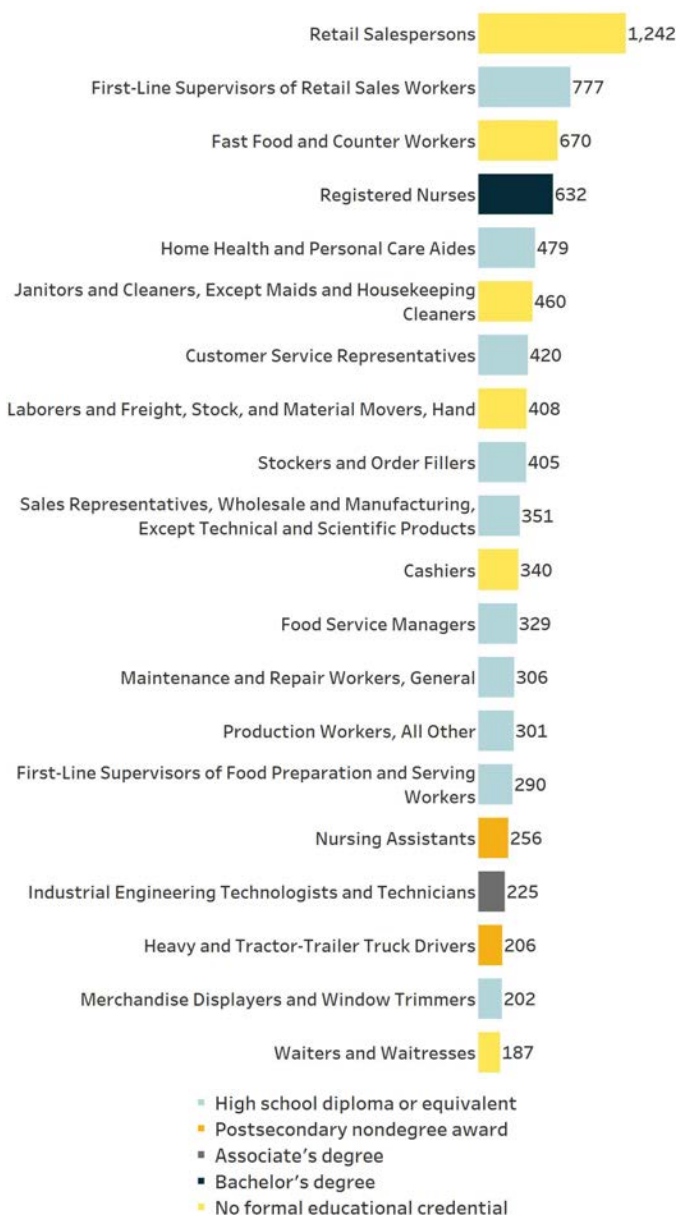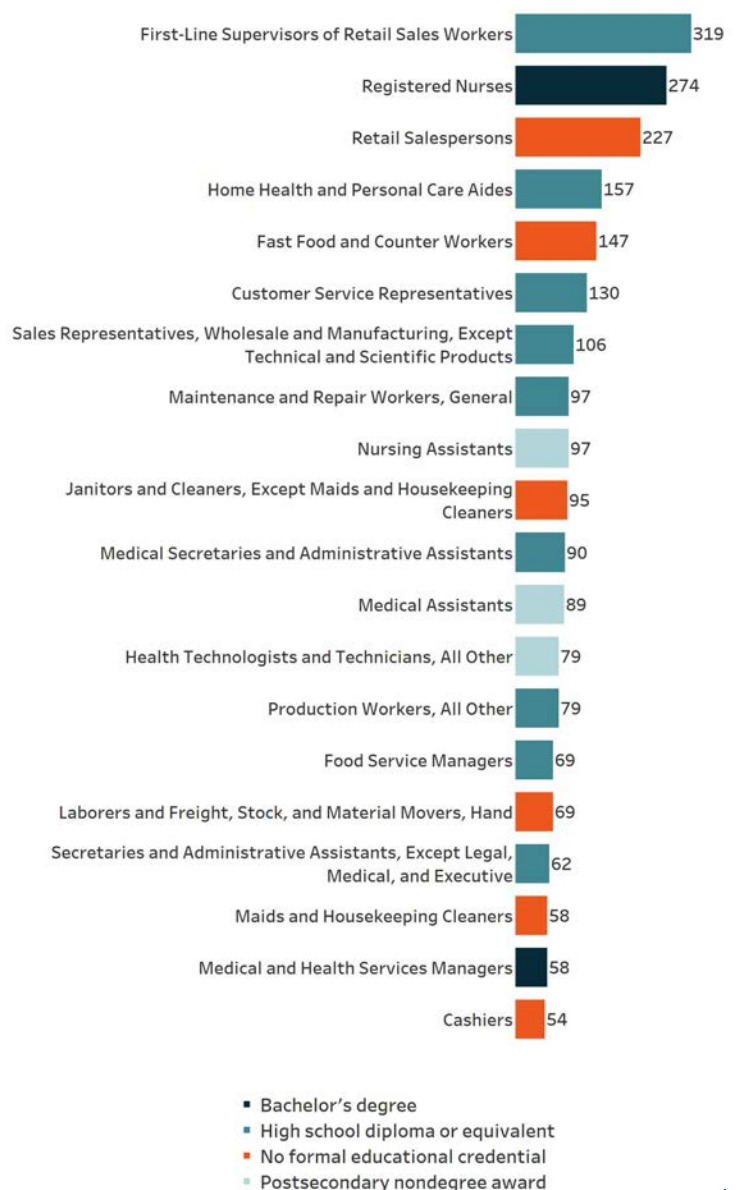. Those who enter the workforce with a high school diploma or equivalent are heavily demanded among entry-level occupations, accounting for 46.7 percent of entry-level postings. First-Line Supervisors of Retail Sales Workers was the top posted entry-level occupation with 319 postings, requiring a high school diploma or equivalent, followed by Registered Nurses with 274 postings.

Top Posted Jobs: 2022	
Retail Salespersons	1,242
First-Line Supervisors of Retail Sales Workers	777
Fast Food and Counter Workers	670
Registered Nurses	632
Home Health and Personal Care Aides	479
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	460
Customer Service Representatives	420
Laborers and Freight, Stock, and Material Movers, Hand	408
Stockers and Order Fillers	405
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	351
Cashiers	340
Food Service Managers	329
Maintenance and Repair Workers, General	306
Production Workers, All Other	301
First-Line Supervisors of Food Preparation and Serving Workers	290
Nursing Assistants	256
Industrial Engineering Technologists and Technicians	225
Heavy and Tractor-Trailer Truck Drivers	206
Merchandise Displayers and Window Trimmers	202
Waiters and Waitresses	187

- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree
- No formal educational credential

Top Posted Entry-Level Jobs: 2022	
First-Line Supervisors of Retail Sales Workers	319
Registered Nurses	274
Retail Salespersons	227
Home Health and Personal Care Aides	157
Fast Food and Counter Workers	147
Customer Service Representatives	130
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	106
Maintenance and Repair Workers, General	97
Nursing Assistants	97
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	95
Medical Secretaries and Administrative Assistants	90
Medical Assistants	89
Health Technologists and Technicians, All Other	79
Production Workers, All Other	79
Food Service Managers	69
Laborers and Freight, Stock, and Material Movers, Hand	69
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	62
Maids and Housekeeping Cleaners	58
Medical and Health Services Managers	58
Cashiers	54

- Bachelor's degree
- High school diploma or equivalent
- No formal educational credential
- Postsecondary nondegree award

BUSINESS AND FINANCE OCCUPATION GROUP

Jobs in the business and finance occupation group can be found in nearly every type of establishment/firm throughout the region. These workers need strong mathematical and accounting abilities along with project management and planning skills. Workers in this occupation group are in high demand in southeast Michigan, with about 21,000 job openings annually.

Employment Over Time
2012-2022

8,000
7,500
7,000
6,500
6,000
5,500
5,000
4,500
4,000

4,672 — 5,068 — 5,311 — 5,288 — 5,527 — 5,957 — 6,219 — 6,706 — 6,385 — 7,292 — 7,563

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022
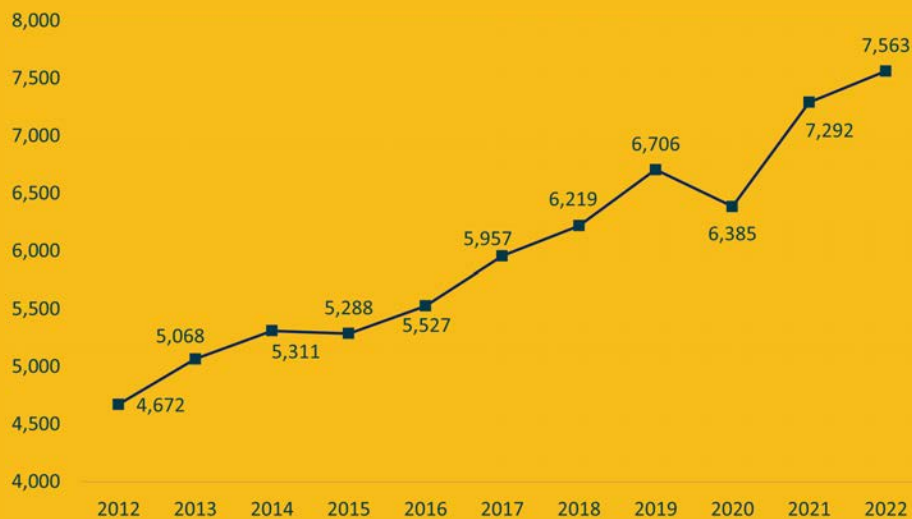
7,563 Business and Finance Workers

3.7% Increase from 2021

Business and Finance Worker Demographics

The business and finance occupation group is somewhat diverse in respect to its 7,563 workers. More than half the working population identify as female (52.9 percent), however, 89.2 percent of workers identified as white, indicating much less diversity with respect to race than gender. Only 4.4 percent of the working population in business and finance is under the age of 25, compared to 25.6 percent who identify as age 55 and older. In some ways, this indicates an aging business and finance workforce, though it also reflects the consistent need for a bachelor's degree in these occupations.

Worker Gender Demographics

52.9% Female

47.1% Male

0 10 20 30 40 50 60 70 80 90 100
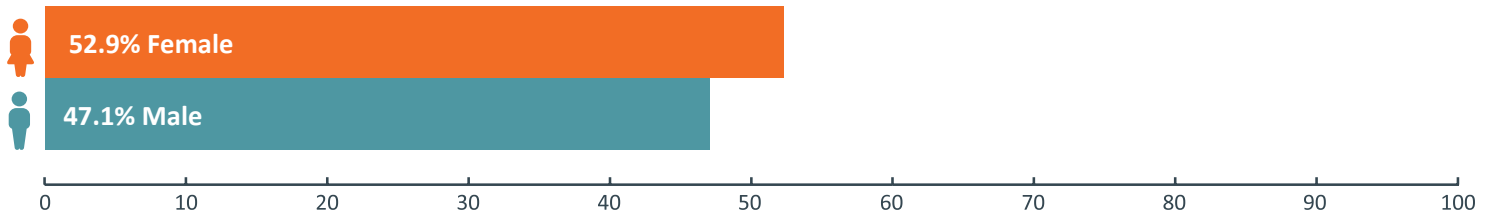
Race and Ethnicity Demographics

89.2% White | 5.6% Black or African-American | 2.1% Hispanic or Latino

Worker Age Demographics

Age 14-24 4.4% | Age 25-54 69.9% | Age 55+ 25.6%

Data: Lightcast | Analysis: Workforce Intelligence Network
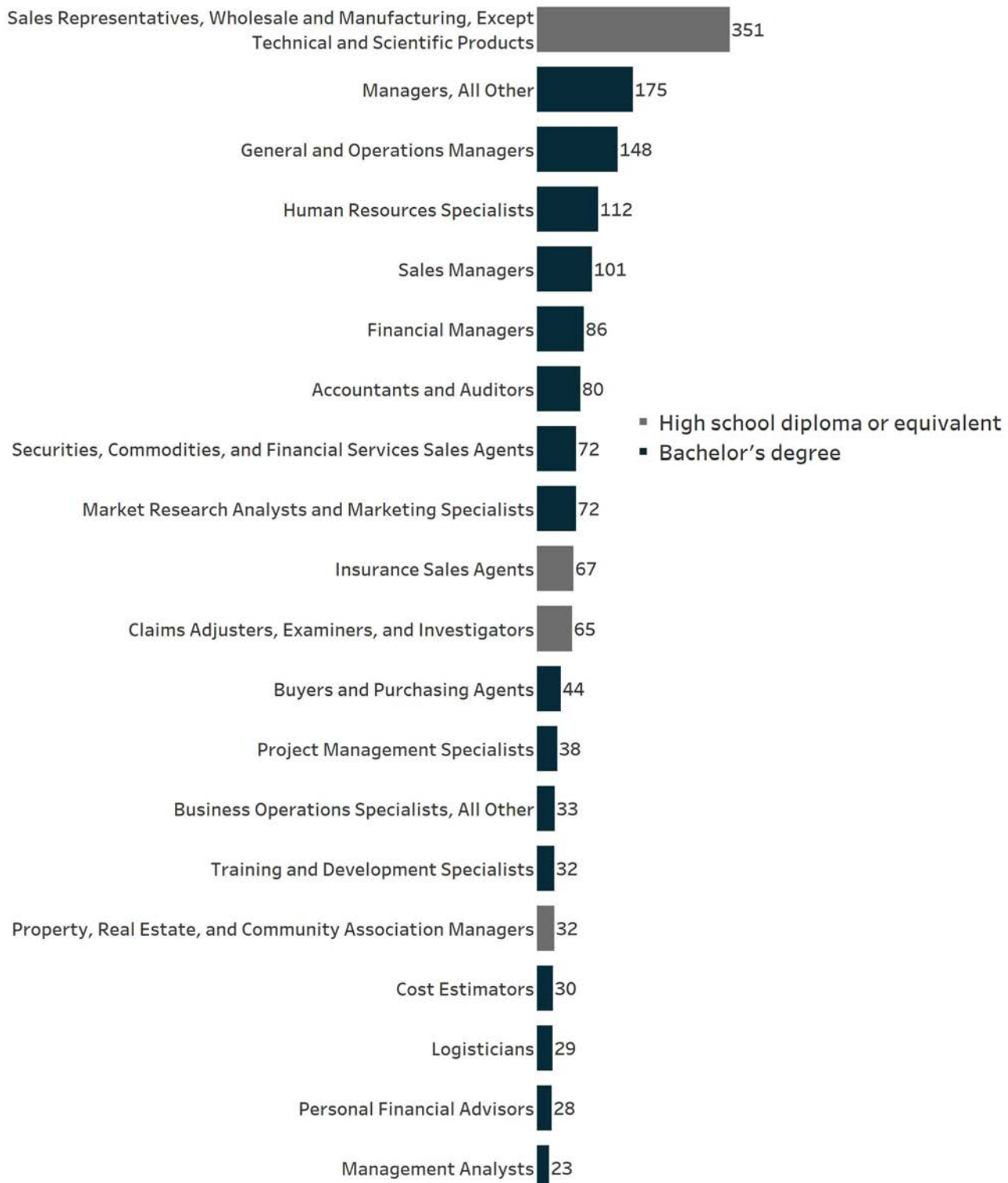
BUSINESS AND FINANCE OCCUPATION GROUP

Top Posted Jobs

There were a total of 1,868 job postings for business and finance workers during 2021.Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products as the most sought-after occupation by Business and Finance industry employers, with 351 postings. Managers, All Other was in the second position with 175 postings. Other top posted jobs include General and Operations Managers (148 postings), Human Resources Specialists (112 postings), and Sales Managers (101 postings).

Occupation	Postings
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	351
Managers, All Other	175
General and Operations Managers	148
Human Resources Specialists	112
Sales Managers	101
Financial Managers	86
Accountants and Auditors	80
Securities, Commodities, and Financial Services Sales Agents	72
Market Research Analysts and Marketing Specialists	72
Insurance Sales Agents	67
Claims Adjusters, Examiners, and Investigators	65
Buyers and Purchasing Agents	44
Project Management Specialists	38
Business Operations Specialists, All Other	33
Training and Development Specialists	32
Property, Real Estate, and Community Association Managers	32
Cost Estimators	30
Logisticians	29
Personal Financial Advisors	28
Management Analysts	23

- High school diploma or equivalent
- Bachelor's degree

BUSINESS AND FINANCE OCCUPATION GROUP

Wage Overview

Most business and finance related jobs offer high wages, providing a lucrative opportunity for job seekers willing to attain the necessary education. The top posted business and finance job, Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products, offers a median hourly wage of $28.15, translating to annual earnings of approximately $58,552. All the top business occupations offer median wages over $20.00 per hour, and most prefer a bachelor's degree for entry.

Wage Overview for Top Posted Business and Finance Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	$13.96	$21.11	$28.15	$43.00	$56.38
11-9199	Managers, All Other	$23.23	$34.71	$48.98	$59.75	$74.26
11-1021	General and Operations Managers	$20.68	$27.66	$44.27	$70.47	$95.06
13-1071	Human Resources Specialists	$16.66	$21.05	$27.09	$34.81	$43.80
11-2022	Sales Managers	$28.55	$42.61	$55.74	$73.03	$104.54
11-3031	Financial Managers	$34.39	$43.92	$55.75	$71.40	$105.05
13-2011	Accountants and Auditors	$21.35	$26.65	$33.80	$43.14	$54.96
13-1161	Market Research Analysts and Marketing Specialists	$16.93	$21.46	$28.61	$42.73	$54.62
41-3031	Securities, Commodities, and Financial Services Sales Agents	$16.62	$20.74	$26.70	$34.39	$54.63
41-3021	Insurance Sales Agents	$13.14	$16.97	$21.68	$34.83	$45.18

In-Demand Technical Skills

- Marketing
- Auditing
- Accounting
- Selling Techniques
- Finance

In-Demand Foundational Skills

- Communications
- Sales
- Customer Service
- Management
- Leadership

In-Demand Certifications

- Life And Health Insurance License
- Property And Casualty Insurance License
- Certified Public Accountant
- Master Of Business Administration (MBA)
- FINRA Series 7 (General Securities Representative)

In-Demand Education Level*

- High school or GED: 22.3%
- Associate degree: 10.3%
- Bachelor's degree: 46.8%
- Master's degree: 5.3%

Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent

Top Posting Employers

- Hanover Insurance Group
- Robert Half
- PepsiCo
- Thai Summit America
- Total Security Solutions Pte Ltd
- Bank of America
- PNC
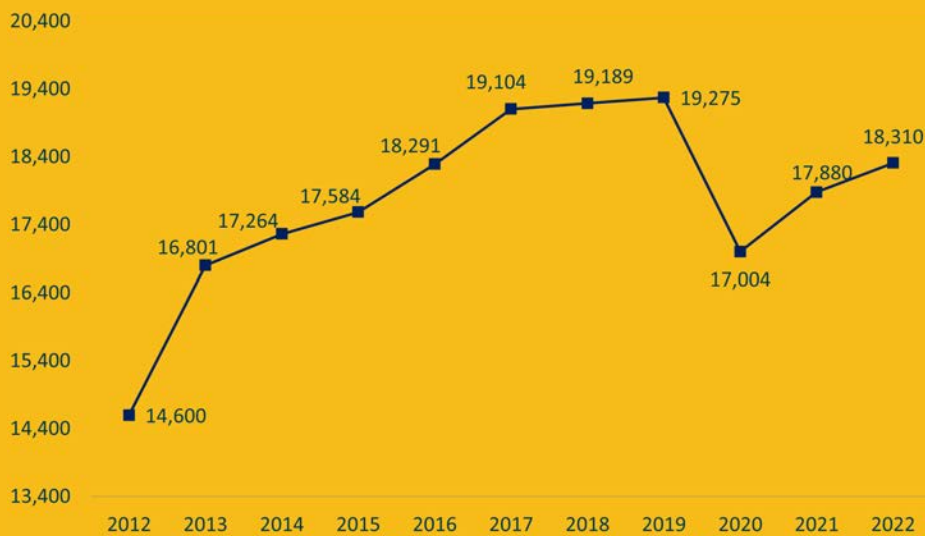- Randstad
- Closets By Design
- H&R Block

Job Postings by City

1. Brighton: 920 Postings
2. Howell: 726 Postings
3. Fowlerville: 116 Postings
4. Hartland: 55 Postings
5. Pinckney: 26 Postings
6. Hamburg: 23 Postings
7. Gregory: 2 Postings

CUSTOMER SERVICE OCCUPATION GROUP

The customer service group is the largest occupation group that WIN analyzes, both in terms of employment and online job postings. This group is very important to the region because it is often a leading indicator, being the first to grow when the economy expands and the first to contract in a downturn. As defined by WIN, this group encompasses all customer service occupations, with skills transferrable across the retail sector, the hotel industry, food and beverage service industry, call centers, and other areas.

Employment Over Time
2012-2022

Year	Employment
2012	14,600
2013	16,801
2014	17,264
2015	17,584
2016	18,291
2017	19,104
2018	19,189
2019	19,275
2020	17,004
2021	17,880
2022	18,310

18,310 Customer Service Workers

2.4% Increase from 2021

Customer Service Worker Demographics

In 2022, there were 18,310 workers in the customer service occupation group, with a more diverse workforce than other groups analyzed. During the year, 57.9 percent of workers identified as female, while 16.8 percent of workers in customer service identified as a racial minority. About 32.8 percent of customer service workers were under the age of 24, as compared to the 55 and older age group which was 18.9 percent.

Worker Gender Demographics

57.9% Female

42.1% Male
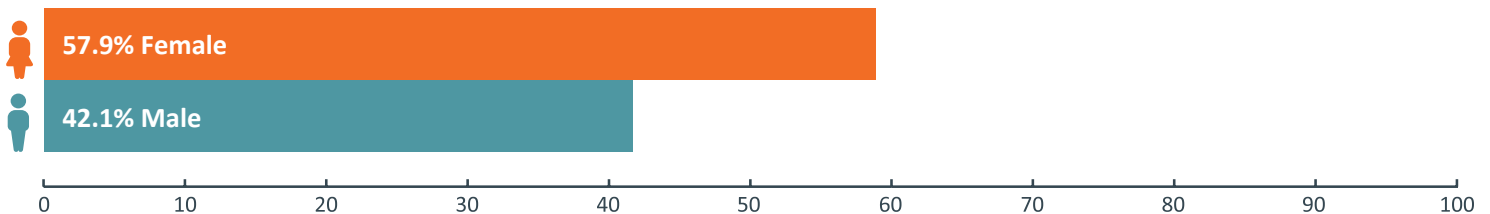
Race and Ethnicity Demographics

83.2% White | **8.5% Black or African-American** | **4.1% Hispanic or Latino**

Worker Age Demographics

Age 14-24	Age 25-54	Age 55+
32.8%	48.4%	18.9%

Data: Lightcast | Analysis: Workforce Intelligence Network
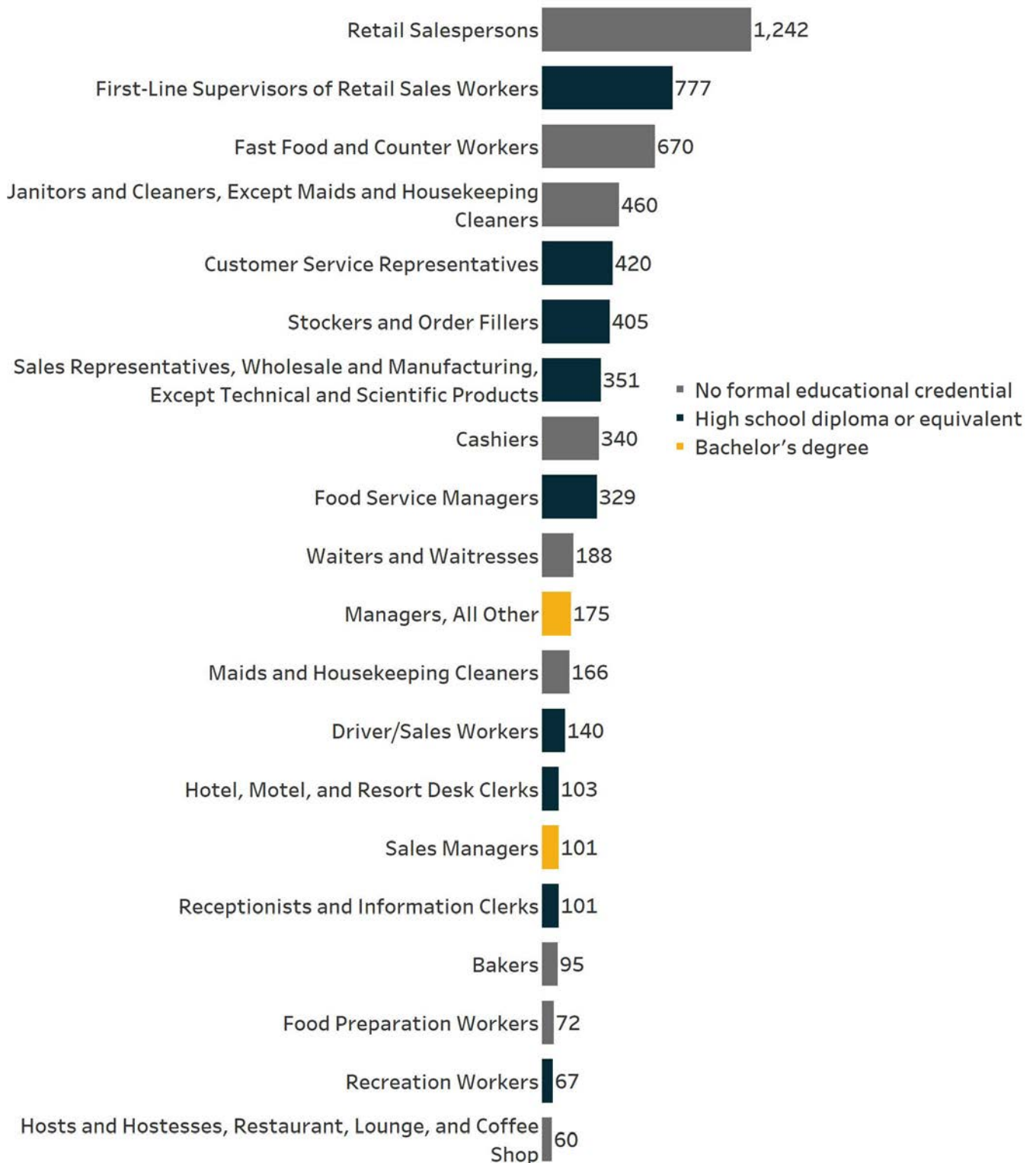
CUSTOMER SERVICE OCCUPATION GROUP

Top Posted Jobs

Demand for customer service occupations reached 7,090 postings in 2022, an increase of 1,123 postings or 18.8 percent since 2021. Retail Salespersons is the highest in-demand customer service occupation during 2022, with 1,242 postings. Other top posted jobs include First-Line Supervisors of Retail Sales Workers (777 postings), Fast Food and Counter Workers (670 postings), Janitors and Cleaners, Except Maids and Housekeeping Cleaners (460 postings), and Customer Service Representatives (420 postings).

Occupation	Postings
Retail Salespersons	1,242
First-Line Supervisors of Retail Sales Workers	777
Fast Food and Counter Workers	670
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	460
Customer Service Representatives	420
Stockers and Order Fillers	405
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	351
Cashiers	340
Food Service Managers	329
Waiters and Waitresses	188
Managers, All Other	175
Maids and Housekeeping Cleaners	166
Driver/Sales Workers	140
Hotel, Motel, and Resort Desk Clerks	103
Sales Managers	101
Receptionists and Information Clerks	101
Bakers	95
Food Preparation Workers	72
Recreation Workers	67
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	60

■ No formal educational credential
■ High school diploma or equivalent
■ Bachelor's degree

CUSTOMER SEVICE OCCUPATION GROUP

Wage Overview

Despite being in high demand, most customer service-related occupations offer relatively low wages. However, three of the top ten posted occupations report median wages over $18.00 per hour, many of which are management roles requiring both experience and training. The top posted occupation, Retail Salespersons, earns a median hourly wage of $13.76. With interest in gaining additional experience and training, workers can transition to managerial positions such as First-Line Supervisors of Retail Sales Workers, which has a median wage of $18.92 per hour or $39,353 annually.

Wage Overview for Top Posted Customer Service Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
41-2031	Retail Salespersons	$11.06	$11.28	$13.76	$17.13	$22.46
41-1011	First-Line Supervisors of Retail Sales Workers	$14.44	$15.35	$18.92	$25.01	$37.00
35-3023	Fast Food and Counter Workers	$11.27	$11.44	$11.73	$13.15	$14.28
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	$10.29	$10.93	$13.07	$15.72	$16.91
43-4051	Customer Service Representatives	$10.99	$13.18	$16.59	$21.15	$26.60
53-7065	Stockers and Order Fillers	$11.70	$14.26	$14.97	$18.98	$24.43
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	$13.96	$21.11	$28.15	$43.00	$56.38
41-2011	Cashiers	$11.59	$11.81	$12.10	$14.81	$15.55
11-9051	Food Service Managers	$21.22	$22.69	$27.99	$34.82	$43.47
35-3031	Waiters and Waitresses	$10.04	$10.70	$12.57	$17.21	$21.55

In-Demand Technical Skills

- Merchandising
- Selling Techniques
- Restaurant Operation
- Cash Register
- Product Knowledge

In-Demand Foundational Skills

- Customer Service
- Sales
- Communications
- Management
- Operations

In-Demand Certifications

- ServSafe Certification
- Automotive Service Excellence (ASE) Certification
- Cosmetology License
- Food Safety Certification
- Barber License

In-Demand Education Level*

- High school or GED: 33.7%
- Associate degree: 3.6%
- Bachelor's degree: 8.1%
- Master's degree: 0.6%

*Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent

Top Posting Employers

- Meijer
- Busch's
- Panera Bread
- Walmart
- Kroger
- TJX
- Lowe's
- SpartanNash
- Arby's
- Jimmy John's

Job Postings by City

1. Brighton: 3,352 Postings
2. Howell: 2,664 Postings
3. Hartland: 413 Postings
4. Pinckney: 333 Postings
5. Fowlerville: 276 Postings
6. Hamburg: 41 Postings
7. Gregory: 9 Postings
8. Lakeland: 2 Postings

HEALTHCARE OCCUPATION GROUP

WIN's Healthcare occupation group includes jobs related to Healthcare support and practitioners. Employment in this group has been consistently growing, with more Healthcare workers needed to care for Michigan's aging population. Registered nurses are routinely the most in-demand job in this group. Annually, there are about 23,600 job openings for these positions across southeast Michigan, and this is projected to continue increasing.

Employment Over Time
### 2012-2022

- 3,839
- 4,039
- 4,484
- 4,790
- 5,367
- 5,766
- 6,166
- 6,532
- 5,995
- 5,983
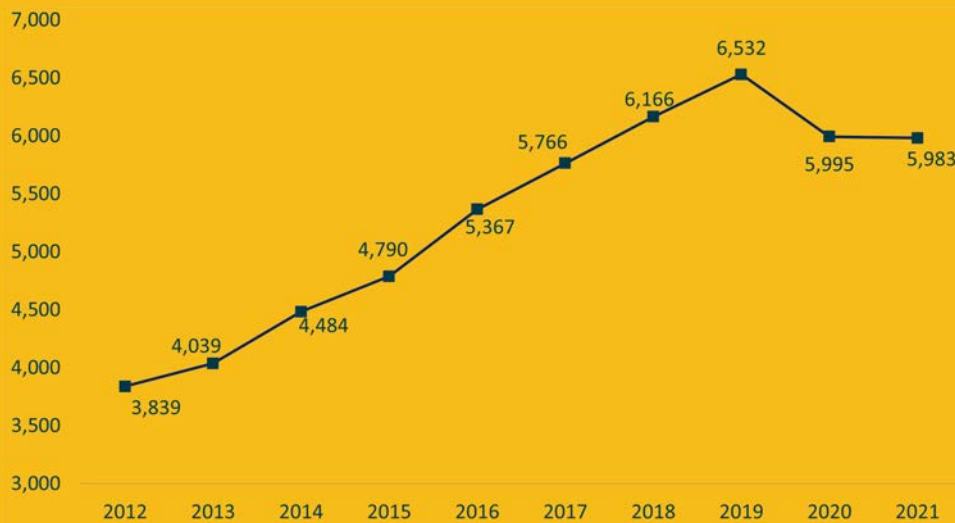
5,983 Healthcare Workers

0.2% Decrease from 2021

Healthcare Worker Demographics

According to 2022 Lightcast data, the Healthcare occupation group employed 6,136 workers in Livingston County, who are overwhelmingly female (82.5 percent) and between the ages of 25 and 54 (64.5 percent), although 23.6 percent of workers are over 54. The healthcare occupation group is primarily white in Livingston County, with 79.8 percent of workers identifying as white, 12.0 percent identifying as Black or African American, and 8.2 percent identifying otherwise.

Worker Gender Demographics

82.5% Females

17.5% Male
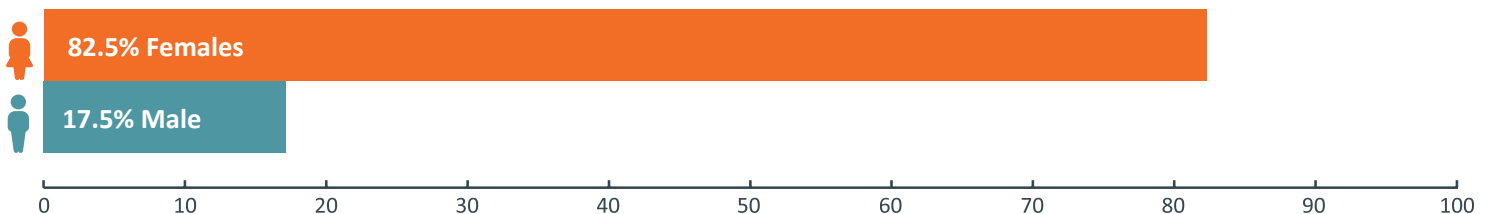
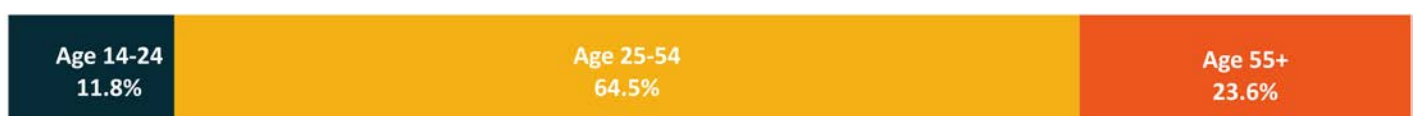### Race and Ethnicity Demographics

79.8% White | 12.0% Black or African-American | 3.3% Asian

Worker Age Demographics

| Age 14-24 11.8% | Age 25-54 64.5% | Age 55+ 23.6% |

Data: Lightcast | Analysis: Workforce Intelligence Network
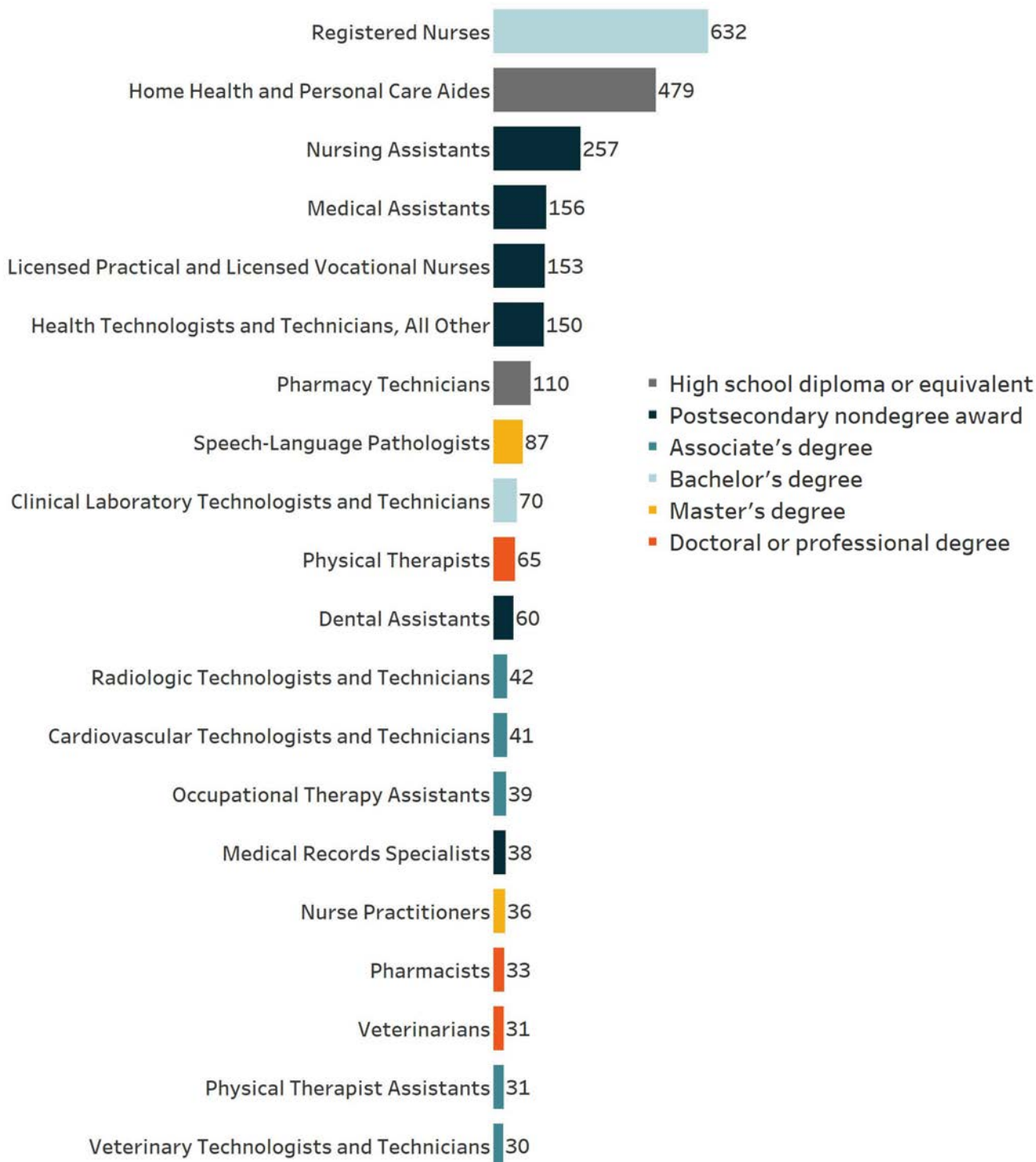
HEALTHCARE OCCUPATION GROUP

Top Posted Jobs

Registered Nurses were the highest in-demand Healthcare occupation throughout 2022, with 632 postings. Other top posted jobs include Home Health and Personal Care Aides (479 postings), Nursing Assistants (257 postings), Medical Assistants (156 postings), and Licensed Practical and Licensed Vocational Nurses (153 postings). Top occupations in Healthcare are available at many education levels, and employment for some roles, such as Home Health and Personal Care Aides and Pharmacy Technicians (110 postings), only require a high school diploma or equivalent, coupled with short to moderate-term on-the-job training.

Occupation	Postings
Registered Nurses	632
Home Health and Personal Care Aides	479
Nursing Assistants	257
Medical Assistants	156
Licensed Practical and Licensed Vocational Nurses	153
Health Technologists and Technicians, All Other	150
Pharmacy Technicians	110
Speech-Language Pathologists	87
Clinical Laboratory Technologists and Technicians	70
Physical Therapists	65
Dental Assistants	60
Radiologic Technologists and Technicians	42
Cardiovascular Technologists and Technicians	41
Occupational Therapy Assistants	39
Medical Records Specialists	38
Nurse Practitioners	36
Pharmacists	33
Veterinarians	31
Physical Therapist Assistants	31
Veterinary Technologists and Technicians	30

Legend:
- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree
- Master's degree
- Doctoral or professional degree

HEALTHCARE OCCUPATION GROUP

Wage Overview

Wages in the Healthcare field tend to scale with both education and experience. The Healthcare occupation group offers a relatively broad array of entry requirements, and a high volume of jobs are open to candidates with Doctoral or professional degree. At least half of the top jobs pay over $22.96 per hour. Registered Nurses, the top posted Healthcare job, offers a median hourly wage of $34.14 per hour or an annual salary of about $71,011.

Wage Overview for Top Posted Healthcare Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
29-1141	Registered Nurses	$26.77	$27.05	$34.14	$35.08	$43.88
31-1128	Home Health and Personal Care Aides	$10.65	$10.81	$13.08	$13.64	$14.15
31-1131	Nursing Assistants	$13.24	$13.35	$16.32	$16.77	$16.94
31-9092	Medical Assistants	$12.77	$13.08	$16.17	$16.58	$20.14
29-2061	Licensed Practical and Licensed Vocational Nurses	$21.65	$22.75	$27.17	$27.70	$28.19
29-2099	Health Technologists and Technicians, All Other	$13.16	$16.41	$20.34	$25.92	$29.97
29-2052	Pharmacy Technicians	$14.44	$14.57	$18.33	$22.83	$23.45
29-1127	Speech-Language Pathologists	$24.71	$31.82	$39.71	$49.94	$51.77
29-2018	Clinical Laboratory Technologists and Technicians	$13.10	$16.50	$25.58	$32.43	$34.41
29-1123	Physical Therapists	$26.14	$41.71	$42.87	$53.91	$54.52

In-Demand Technical Skills

- Nursing
- Caregiving
- Cardiopulmonary Resuscitation (CPR)
- Home Healthcare
- Medical Records

In-Demand Foundational Skills

- Communications
- Customer Service
- Management
- Leadership
- Valid Driver's License

In-Demand Certifications

- Basic Life Support (BLS) Certification
- Certified Nursing Assistant
- Licensed Practical Nurse (LPN)
- Board Certified/Board Eligible
- Nurse Practitioner (APRN-CNP)

In-Demand Education Level*

- High school or GED: 31.9%
- Associate degree: 16.9%
- Bachelor's degree: 11.6%
- Master's degree: 7.4%

Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent

Top Posting Employers

- Trinity Health
- Ascension
- Prestige Healthcare
- Beaumont Health
- Trilogy Health Services
- University Of Michigan
- Oxford Recovery Center
- Ivyrehab Network
- VCA Animal Hospitals
- BrightStar Care

Job Postings by City

1. Brighton: 1,285 Postings
2. Howell: 1,185 Postings
3. Fowlerville: 148 Postings
4. Pinckney: 109 Postings
5. Hartland: 100 Postings
6. Hamburg: 65 Postings
7. Gregory: 28 Postings
8. Lakeland: 9 Postings

INFORMATION TECHNOLOGY OCCUPATION GROUP

Information technology (IT) jobs include occupations that are associated with entry-level, technical, and professional careers related to the design, development, support and management of hardware, software, multimedia, and systems integration services. While the information technology group does not currently employ as many individuals as the other groups here, it is quickly growing, and about 7,000 job openings are reported annually.

Employment Over Time
2012-2022
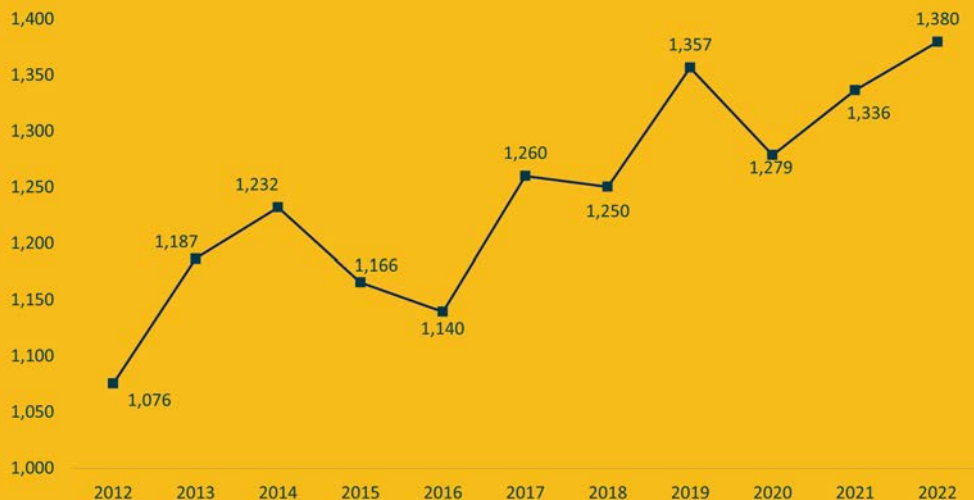
1,380 Information Technology Workers

3.3% Increase from 2021

Information Technology Worker Demographics

According to 2022 Lightcast data, Livingston County has 1,380 IT workers. The workforce is not too diverse, with most workers identifying as male (66.3 percent) between the ages of 25 and 54 (76.6 percent). Workers aged 55 years and older account for 17.4 percent, while only 5.5 percent are 24 years old or younger. Around 84.5 percent of the workforce identify as white, with workers who identify as Black or African American, make up 6.3 percent of the workforce.

Worker Gender Demographics

33.7% Females

66.3% Male
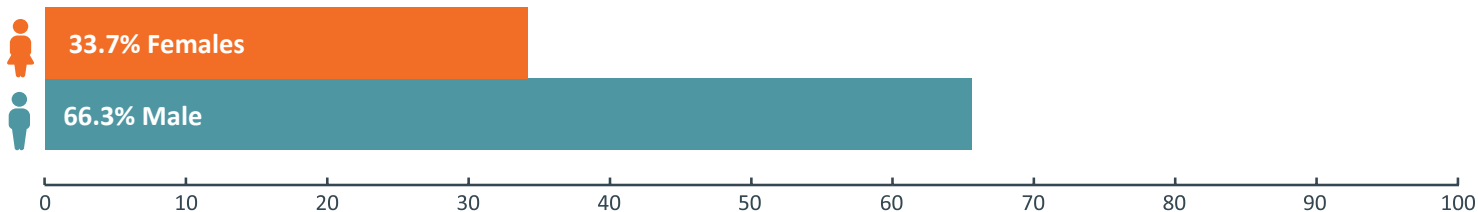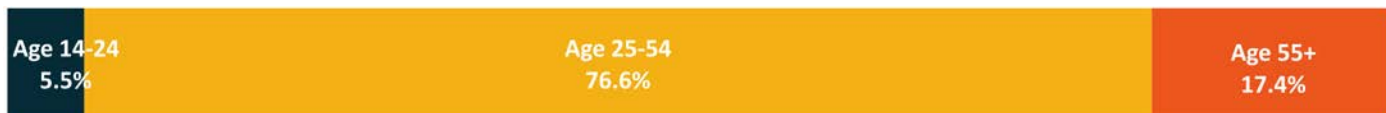
Race and Ethnicity Demographics

84.5% White | 6.3% Black or African-American | 5.2% Asian

Worker Age Demographics

Age 14-24
5.5%

Age 25-54
76.6%

Age 55+
17.4%

Data: Lightcast | Analysis: Workforce Intelligence Network
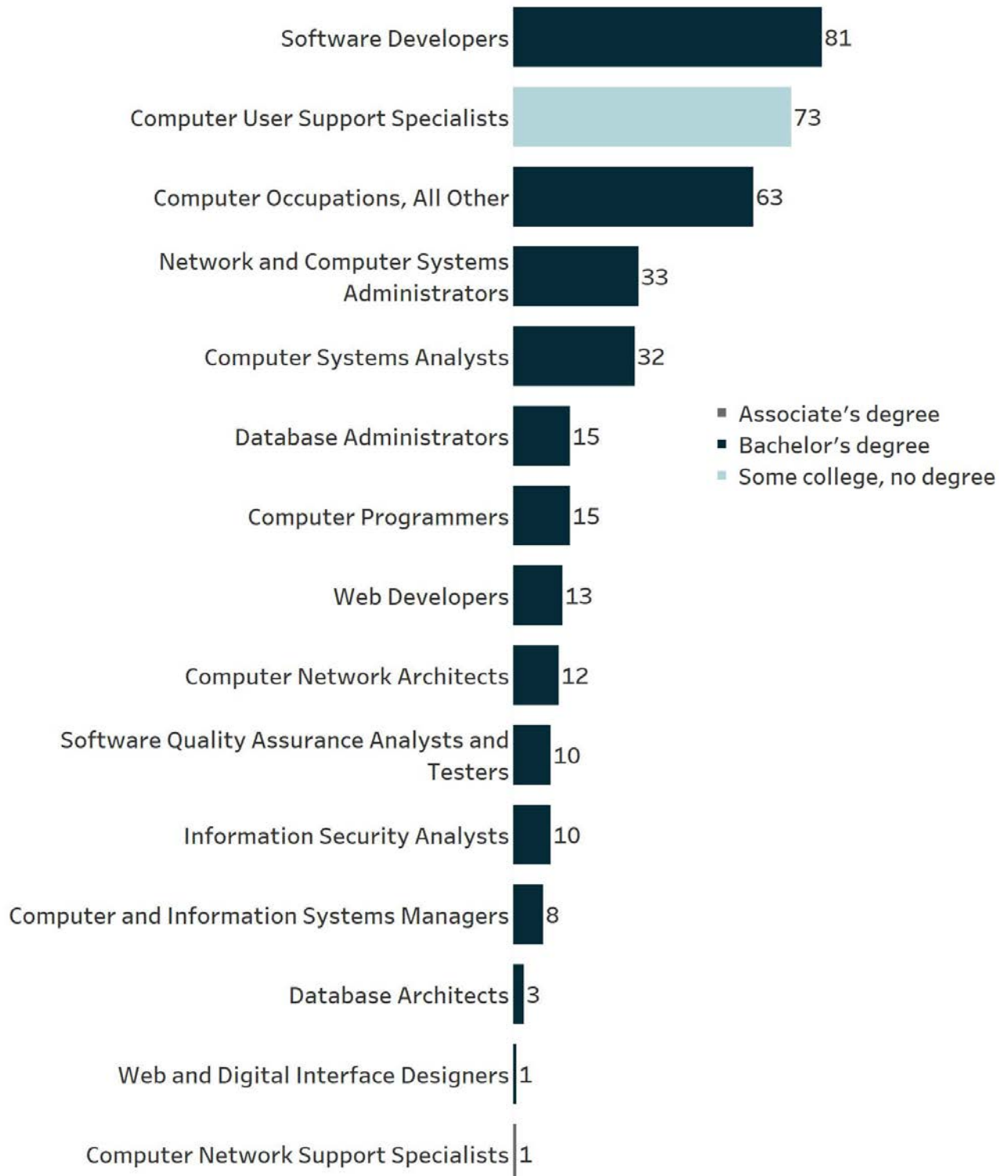
INFORMATION TECHNOLOGY OCCUPATION GROUP

Top Posted Jobs

In 2022, there were 370 postings for IT workers in Livingston County. Software Developers were the most in-demand occupation with 81 postings, closely followed by Computer User Support Specialists, with 73 postings. Computer Occupations, All Other (63 postings), Network and Computer Systems Administrators (33 postings), and Computer Systems Analysts (32 postings) were also high in-demand occupations. Although the top IT jobs generally require a bachelor's degree, Computer User Support Specialists, typically requires some college, no degree.

Occupation	Postings
Software Developers	81
Computer User Support Specialists	73
Computer Occupations, All Other	63
Network and Computer Systems Administrators	33
Computer Systems Analysts	32
Database Administrators	15
Computer Programmers	15
Web Developers	13
Computer Network Architects	12
Software Quality Assurance Analysts and Testers	10
Information Security Analysts	10
Computer and Information Systems Managers	8
Database Architects	3
Web and Digital Interface Designers	1
Computer Network Support Specialists	1

- Associate's degree
- Bachelor's degree
- Some college, no degree

INFORMATION TECHNOLOGY OCCUPATION GROUP

Wage Overview

In-demand IT occupations provide high wages, even for those at entry-level and with fewer credentials. Software Developers, the most in-demand occupation, offers a median hourly wage of $43.73 per hour or almost $90,958 per year. Computer Network Architects earn the highest median wage at $52.44 per hour or nearly $109,075 per year. Other occupations that have fewer qualifications, such as Computer User Support Specialists, make over $21.00 per hour.

Wage Overview for Top Posted Information Technology Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
15-1252	Software Developers	$27.32	$27.32	$43.73	$55.31	$57.16
15-1232	Computer User Support Specialists	$13.63	$13.63	$21.09	$26.82	$33.58
15-1299	Computer Occupations, All Other	$21.13	$21.13	$39.09	$45.78	$57.32
15-1244	Network and Computer Systems Administrators	$25.91	$25.91	$35.17	$44.72	$55.44
15-1211	Computer Systems Analysts	$28.36	$28.36	$43.77	$55.49	$70.78
15-1242	Database Administrators	$21.14	$21.14	$36.60	$45.52	$57.63
15-1251	Computer Programmers	$21.25	$21.25	$35.06	$44.88	$57.07
15-1254	Web Developers	$17.04	$17.04	$35.24	$44.50	$54.73
15-1241	Computer Network Architects	$26.19	$26.19	$52.44	$57.80	$72.09
15-1212	Information Security Analysts	$20.83	$20.83	$43.01	$54.09	$58.16

In-Demand Technical Skills

- Computer Science
- SQL (Programming Language)
- Microsoft Azure
- C# (Programming Language)
- Windows Servers

In-Demand Foundational Skills

- Communications
- Management
- Customer Service
- Troubleshooting (Problem Solving)
- Problem Solving

In-Demand Certifications

- Microsoft Certified Professional
- Microsoft Certified Systems Administrator (MCSA)
- CompTIA A+
- Project Management Professional Certification
- CompTIA Network+

In-Demand Education Level*

- High school or GED: 12.2%
- Associate degree: 16.8%
- Bachelor's degree: 59.2%
- Master's degree: 7.0%

*Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent

Top Posting Employers

- Lowry Solutions
- Trescal
- Rock Central
- Hanover Insurance Group
- Lake Trust Credit Union
- Bwi Chassis Dynamics (na)
- Nikon Metrology
- Cognizant Technology Solutions
- Total Security Solutions Pte Ltd
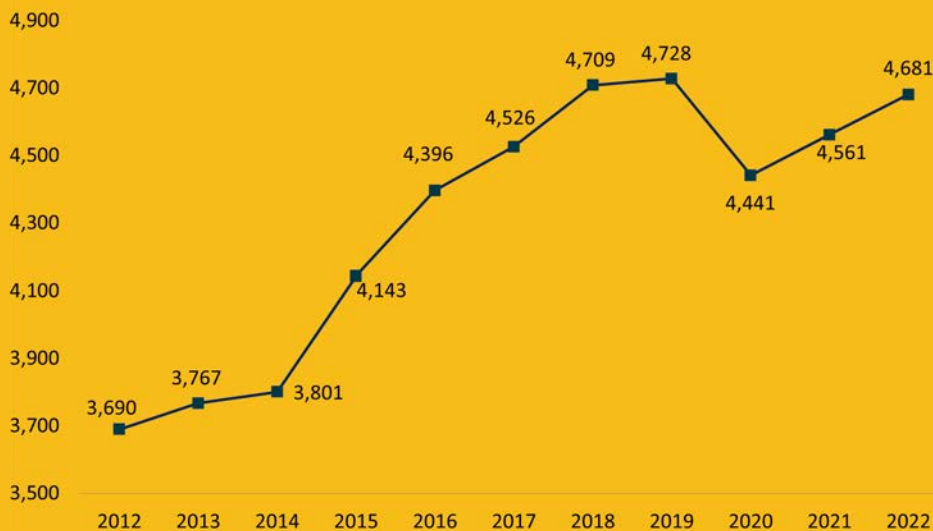- Milligrams Corporation

Job Postings by City

1. Brighton: 234 Postings
2. Howell: 91 Postings
3. Fowlerville: 19 Postings
4. Hartland: 10 Postings
5. Hamburg: 8 Postings
6. Pinckney: 4 Postings
7. Gregory: 2 Postings
8. Lakeland: 2 Postings

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

WIN's technicians/skilled trades category includes jobs related to advanced manufacturing. Southeast Michigan has more demand for skilled- trades labor, such as CNC machinists and welders, than almost anywhere else in the country. There are about 21,000 openings for these workers annually.

NOTE: Skilled trades related to construction and assembly are not included in this cluster, as the focus is on advanced manufacturing only.

Employment Over Time
2012-2022

- 3,690 (2012)
- 3,767 (2013)
- 3,801 (2014)
- 4,143 (2015)
- 4,396 (2016)
- 4,526 (2017)
- 4,709 (2018)
- 4,728 (2019)
- 4,441 (2020)
- 4,561 (2021)
- 4,681 (2022)

4,681 Skilled Trades Workers

2.6% Increase from 2021

Skilled Trades Worker Demographics

According to 2022 Lightcast data, the skilled trades occupation group employed about 4,681 workers in Livingston County. The majority of skilled trades workers are male (84.2 percent) between the ages of 25 and 54 (66.4 percent). Due to the aging workforce, additional outreach will be necessary as 26.9 percent are 55 years of age or older.

Worker Gender Demographics

- 15.4% Female
- 84.6% Male
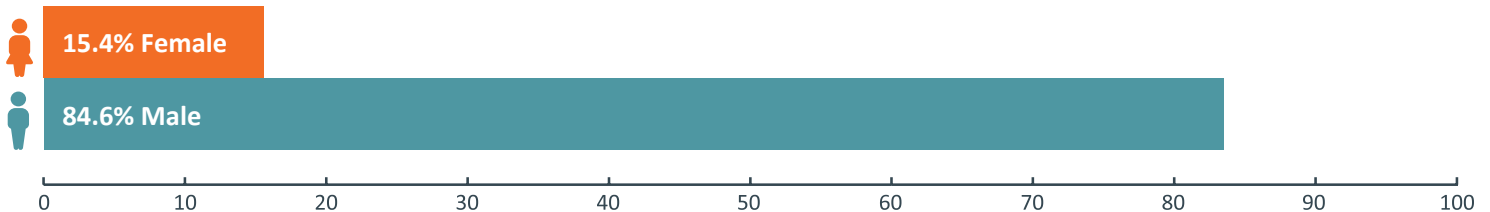
Race and Ethnicity Demographics

79.1% White | 13.9% Black or African-American | 3.8% Hispanic or Latino

Worker Age Demographics

- Age 14-24: 6.7%
- Age 25-54: 66.4%
- Age 55+: 26.9%
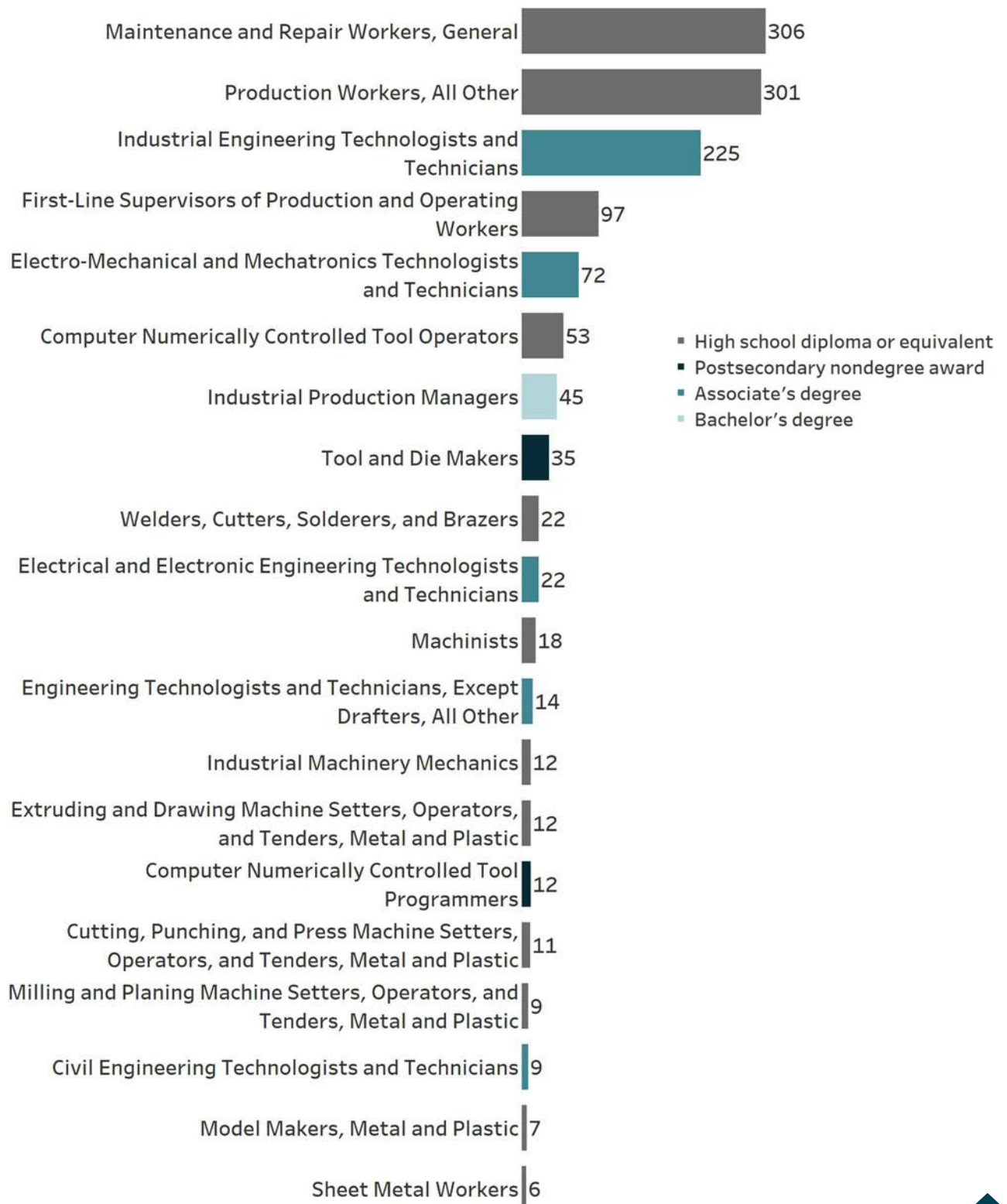
SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Top Posted Jobs

Maintenance and Repair Workers, General was the highest in-demand skilled trades occupation during 2022, with 306 postings. Other top posted jobs include Production Workers, All Other (301 postings), Industrial Engineering Technologists and Technicians (225 postings), First-Line Supervisors of Production and Operating Workers (97 postings), and Electro-Mechanical and Mechatronics Technologists and Technicians (72 postings).

Occupation	Postings
Maintenance and Repair Workers, General	306
Production Workers, All Other	301
Industrial Engineering Technologists and Technicians	225
First-Line Supervisors of Production and Operating Workers	97
Electro-Mechanical and Mechatronics Technologists and Technicians	72
Computer Numerically Controlled Tool Operators	53
Industrial Production Managers	45
Tool and Die Makers	35
Welders, Cutters, Solderers, and Brazers	22
Electrical and Electronic Engineering Technologists and Technicians	22
Machinists	18
Engineering Technologists and Technicians, Except Drafters, All Other	14
Industrial Machinery Mechanics	12
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	12
Computer Numerically Controlled Tool Programmers	12
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	11
Milling and Planing Machine Setters, Operators, and Tenders, Metal and Plastic	9
Civil Engineering Technologists and Technicians	9
Model Makers, Metal and Plastic	7
Sheet Metal Workers	6

Legend:
- High school diploma or equivalent
- Postsecondary nondegree award
- Associate's degree
- Bachelor's degree

SKILLED TRADES AND TECHNICIANS OCCUPATION GROUP

Wage Overview

Wages in the Skilled Trades field do not necessarily scale with education or experience as seen in other occupations. The Skilled Trades occupation group offers a relatively broad array of entry requirements, though a majority of jobs require a High school diploma or equivalent. At least half of the top jobs pay over $24.67 per hour. Maintenance and Repair Workers, General, the top posted Skilled Trades job, offers a median hourly wage of $17.32 per hour or an annual salary of about $36,025.

Wage Overview for Top Posted Skilled Trades Jobs in 2022

Occupation Code	Occupation Name	10th Percentile Wages	25th Percentile Wages	Median Wages	75th Percentile Wages	90th Percentile Wages
49-9071	Maintenance and Repair Workers, General	$12.69	$13.82	$17.32	$21.75	$27.13
51-9199	Production Workers, All Other	$10.74	$13.58	$13.99	$17.50	$21.70
17-3026	Industrial Engineering Technologists and Technicians	$17.48	$22.65	$27.70	$29.90	$35.67
51-1011	First-Line Supervisors of Production and Operating Workers	$18.15	$22.99	$29.67	$37.36	$48.15
17-3024	Electro-Mechanical and Mechatronics Technologists and Technicians	$16.69	$21.21	$21.63	$33.29	$34.68
51-9161	Computer Numerically Controlled Tool Operators	$14.05	$17.71	$20.03	$23.74	$29.02
11-3051	Industrial Production Managers	$30.19	$42.12	$50.48	$60.87	$77.73
51-4111	Tool and Die Makers	$17.85	$22.65	$28.84	$35.32	$35.94
17-3023	Electrical and Electronic Engineering Technologists and Technicians	$17.11	$21.36	$28.08	$34.73	$43.43
51-4121	Welders, Cutters, Solderers, and Brazers	$13.92	$17.14	$18.26	$22.51	$28.00

In-Demand Technical Skills

- Machinery
- Machine Operation
- Hand Tools
- Plumbing
- Tooling

In-Demand Foundational Skills

- Communications
- Troubleshooting (Problem Solving)
- Operations
- Valid Driver's License
- Management

In-Demand Certifications

- HVAC Certification
- Commercial Driver's License (CDL)
- Emergency Nurses Association
- Pesticide Applicator License
- CDL Class B License

In-Demand Education Level*

- High school or GED: 45.1%
- Associate degree: 9.4%
- Bachelor's degree: 6.5%
- Master's degree: 0.7%

*Not all job postings indicate the required educational attainment level, therefore the percentages found here may not add up to 100 percent

Top Posting Employers

- Aerotek
- Trillium
- Thai Summit America
- Medline Industries
- Trescal
- Koppert Biological Systems
- Randstad
- Bryllan
- PepsiCo
- Kelly Services

Job Postings by City

1. Howell: 528 Postings
2. Brighton: 490 Postings
3. Fowlerville: 165 Postings
4. Hartland: 51 Postings
5. Hamburg: 44 Postings
6. Pinckney: 26 Postings
7. Gregory: 8 Postings
8. Lakeland: 4 Postings

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